

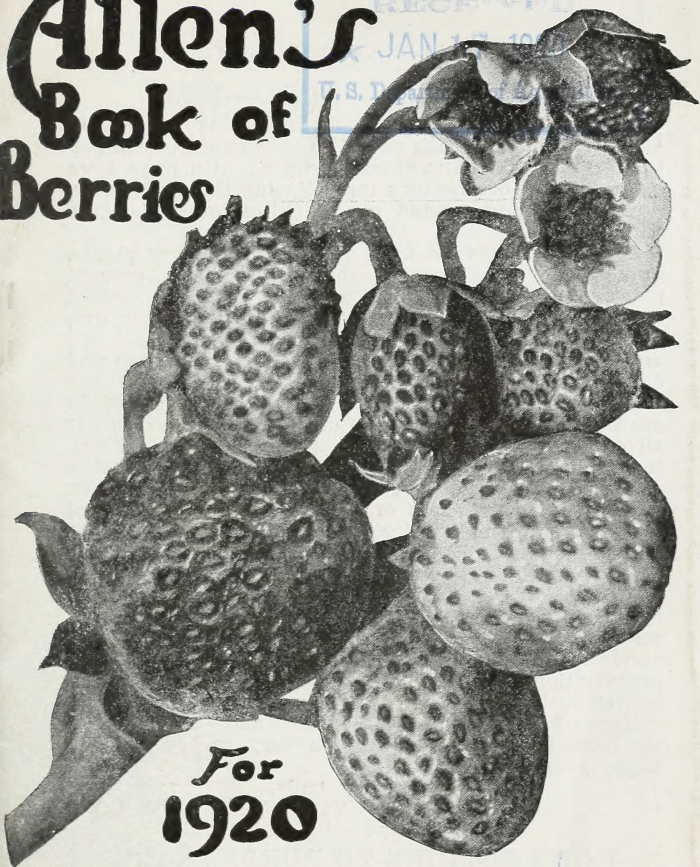
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# Allen's Book of Berries



*For*  
**1920**

PROGRESSIVE



**THE W.F. ALLEN CO.**  
**Salisbury, Maryland**

## A PERSONAL WORD—1920

**N**EVER since we have been presenting a Book of Berries to you each year, has the prospect been better for Profitable Strawberry Growing. On page 4 we have outlined our reasons for believing this and we believe those best posted on the situation will agree with us.

A few years ago we were growing strawberry plants, grape vines, blackberry, raspberry, gooseberry, currant plants, California privet and a line of shrubbery. Since then we have been gradually dropping our other nursery lines and specializing on Strawberry plants. We are trying to do this one thing in the nursery line and do it just a little better than the other fellow. We were never in better position to take care of orders in good shape. Mr. W. F. Allen and three of his sons put all of their time on the work, as most of our old customers know. In plant shipping season two of the sons are in the packing house nearly all the time and they pack all of the express orders themselves. The third son packs the mail orders. We believe the fact that all the plants are handled by those vitally interested in building up the business, who can name 4 out of 5 varieties by the look of the foliage and roots, and who know by years of experience how to pack and handle plants, we believe these facts enable us to give unsurpassed service. We have the soil and climate, we have the organization, and we shall certainly do our utmost to merit any business you may send us.

Here's hoping all our old friends and the new ones we hope to make, may have a very prosperous and happy year.

Yours very truly,

THE W. F. ALLEN CO.

## INSTRUCTIONS TO PURCHASERS

**ORDER AT ONCE.** As soon as convenient after receiving this catalog. Late in the season we may be sold out of some varieties, but if ordered early the plants are reserved for you, to be shipped at proper time for planting. This is especially important this year when high prices for berries have made such a big demand for plants. Reports we have from growers all over the country indicate that the crop is almost as short as last year's exceedingly short supply, with more than twice the demand. To be doubly sure of getting just what you want when you want it, **ORDER EARLY.**

**REMIT** by Money Order, Registered Letter, or Bank Draft. Postage Stamps will be accepted for the fractional parts of a dollar, the larger denominations preferred. Foreign customers will please send Money Order on Salisbury, Maryland, or Bank Draft payable in New York.

**WRITE PLAINLY.** Fill in all blanks on the order sheet, as they are necessary for proper shipment, especially your name and address. When writing in reference to an order, give its number and give your name the same as was sent on the order.

**TIME OF SHIPMENT.** We commence to fill fall orders November 1 and ship all winter to sections where the conditions are suitable for fall and winter planting, as in California and some parts of the South. Early spring, March and April, is by far the best time to set Strawberry plants in the middle and northern

states. Our shipping season ends May 1. We will, however, fill a limited number of orders in the first and second week of May and put them in the best possible condition, but at purchaser's risk. It is very important to have your plants shipped early. Read on page 6 under "Time to Plant." The reason your plants should be shipped early in the season is that plants are dormant and will stand digging and shipping much better than after the growth has started. Don't order plants from us during the summer months, expecting orders to be filled before the first of November. Our plants are not ready and we can't do it. We don't grow potted plants.

**NORTHERN GROWERS.** It is important for best results to set your plants early. We can dig and ship plants almost any time during the winter and spring months, while many Northern Nurseries cannot dig until after your best planting season.

Have plants shipped early, as directed on page 6, before they are too far advanced. Heel them in, in some protected place giving a light covering of straw, and they will be right at hand to plant, just when you want them, when conditions are right for planting.

Or, if to be kept only a day or two before planting, loosen up the lid, and put the crate without unpacking, into some cool protected place, and the plants will keep in excellent condition.

**ON RECEIPT OF PLANTS.** Where the climate is not so severe, place the package containing the plants in a cool place, protected from wind and sun, at once on arrival. Be sure to keep the roots moistened while planting. If it is impossible to set the plants as soon as received, take them out of the crates, and bed them in by digging a V-shaped trench in soft, moist soil, preferably in the shade; open the bunches of plants and bed them in the trench by pressing the soil firmly to the roots, being careful not to cover the buds or crowns. Water thoroughly as soon as bedded.

**TWENTY-FIVE.** All plants are tied twenty-five in a bundle and each bunch labeled.

**PACKING.** We make no charges for boxing or packing at rates quoted in this catalog. Everything is delivered f. o. b. trains at rates named.

**AT PURCHASER'S RISK.** All plants ordered shipped after May 1 will be packed and shipped in the best condition possible, but at purchaser's risk.

**TRUE TO NAME.** While we use every precaution to have all plants true to name (and we believe we come as near doing this as anyone in the business) we will not be responsible for any sum greater than the cost of the stock, should any prove otherwise than as represented.

**GUARANTY.** We guarantee plants ordered by mail or express to reach customers in good condition when promptly taken from the express office and opened at once.

Claims, if any, must be made on receipt of goods. We cannot become responsible for stock that is allowed to lie around your station, or express office, for neglect of purchaser or his employees to care for stock after it has been received, or for misfortunes caused by drought, floods, insects, etc. These things are entirely beyond our control.



**This Makes Them Grow**

## **THE FUTURE OF STRAWBERRY GROWING**

We do not claim to be prophets, nor do we make any predictions for the distant future. But for the next few years the future of strawberry growing appears very bright. A man's first duty is to earn a good living for himself and his family. We know of no farm or garden crop more likely to give good returns for several years than strawberries.

### **A LARGER MARKET**

1. Prohibition has created an enormous demand for fruit juices for soda fountain and other purposes, the strawberry flavor being a great favorite. At many large shipping points "juice men" consistently outbid regular buyers except for the very fanciest fruit.

2. Canning and preserving strawberries as a commercial proposition is becoming more important yearly. Jams, jellies and conserves are being manufactured and sold under many different brands. In many factories berries are bought at the city markets and "done up" at once. Manufacturers are also going right to the shipping points, buying berries, and putting them in barrels with sugar. They are then shipped to the factory for use as above. We sold over 25,000 quarts for this purpose alone last year.

### **PROFITABLE PRICES**

These new outlets in addition to the regular markets (hotels, restaurants, grocery trade, home canning and preserving, etc.) are bound to have their effect in maintaining profitable prices for berries for several years. We may not have the very high prices of last year, but they surely will be good. We were informed by a prominent buyer recently that the "strawberry juice" was still selling at a premium, a price that will enable juice men to pay fully as much for berries as last year. Our advice is to plant all you can take care of and arrange to take care of every one you possibly can. We are going to do that ourselves. We expect to set about 1,000,000 plants next spring. We have already placed our order for 750 tons of stable manure to be applied to the land this fall.

Another thing which makes profitable prices likely is the scarcity of good farm labor. This makes it harder to grow and take care of big acreages but it makes good prices practically certain for every one you can grow.

**Little Money is Needed to Start** a berry patch. Besides the plants, a dibble or trowel for planting, and a hoe and cultivator for working, are all the equipment needed.

**A Family Business.** The small farmer with a large family is in a position to grow lots of berries now. He can utilize the labor of his family at comparatively easy work and at a business which will pay well. The work is healthy, the pay is good, and the children can work in the open air and with their parents.

**The Boys and Girls Can Be Kept on the Farm** by getting them interested. A patch of strawberries, say  $\frac{1}{4}$  to 1 acre will afford them pleasant, easy, intelligent work and at this time, will yield profit enough to keep them interested in the farm, a chance that doesn't often happen, as most farm work is less remunerative than other lines of endeavor.

**Real Estate Values** are increased by growing intensive crops like strawberries. So much can be done on a small piece of ground, that often rich, high priced land in and near cities and large towns, can be profitably planted to strawberries.

**Quick Returns** are possible with strawberries. Unlike any of the tree or bush fruits, strawberries produce a crop in one year.

**A Second Crop** can be had with very little additional labor.

### **STRAWBERRIES FOR THE HOME GARDEN**

The very reasons we have outlined above, indicating high prices for strawberries, make it important to have a strawberry bed in every home garden.

**Nearly Everybody Likes Strawberries.** The best strawberries are those that are grown in your own garden and picked fresh from the vines as you use them. They are delicious, and the joy of having nice fresh berries for your own table fully repays for the small effort required to plant and grow them. By using the ever-bearer, Progressive, the berry season can be extended thru the summer and early fall, until freezing weather.

**Your Grocery Bill** will be greatly lessened by having your own strawberry garden. Not only do you save the cost of the berries you usually buy, but you have more delicious fruit than you ever buy, especially at the high prices which are bound to prevail for berries the next year or two. You, also, save the cost of other things you don't want, or need, now that you have plenty of strawberries.

**Preserved Strawberries** are the most delicious of all the sweet foods we eat in winter. When you have them to buy at 20 cents or 30 cents per quart, you are not likely to preserve as many as you need. Have your own strawberry garden and there will be plenty for daily use on the table and for preserving also.

**Extra Money.** At the high prices which are sure to prevail a little extra money can be had very easily from the home strawberry garden. 500 to 1,000 plants will produce sufficient berries for a large family and leave a good many to sell. There will be a market for them. If you have room for them in your garden try a good big plot. It will pay.

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Essex Co., Mass., May 3, 1919.

The plants arrived promptly and in fine condition. They are A-1 and give perfect satisfaction.—John E. Fuller.



**Picking Big Joe—One of the Best**  
**CULTURAL DIRECTIONS**

Strawberries will thrive in any type of soil that is not dry sand or waterlogged clay. They will often give good crops in soils that have been given poor preparation. But, like other crops, they respond quickly to good cultivation.

One of the first essentials in producing a crop of berries is plenty of moisture. Springy land that is well drained is therefore the best type of soil. But on other types water can be conserved by cultivation or by mulching, or in most cases there may be enough natural rainfall at fruiting time.

**Preparing the Land.** Potatoes, tomatoes, beans, cabbage, and other truck crops usually leave the ground in excellent condition for Strawberries. This is because they are kept well cultivated for a good part of the season and are usually well manured and fertilized.

In all cases, sod land should be avoided for Strawberries, as the **white grubs** winter over in such land and cut off young plants when set the following spring. If you have no other land available, plow the land during the fall and many of the grubs will be killed out during the winter.

We believe the best preparation for strawberries under our conditions is as follows. Whatever the preceding crop, plow the land in fall or winter, spread broadcast with stable manure (8-15 tons per acre). Disc this in. In the spring plow the land again if it has become hard. If it is still in good condition for planting run the rows (a three furrowed list leveled off by raking or dragging will put it in nice condition for planting). If in some cover crop like clover, rye, etc., we would apply the manure whenever available and plow under as early in spring as possible.

**Time to Plant—Important.** In the extreme South stock plants, free from nematode and rust, should be planted in February, March, or early April. In the middle states, March and April are the best planting months. In the North—April. Plant in early spring, just as soon as you can get your ground in condition. This gives plants as long a growing season as possible and the plants are set and growing before hot, dry weather comes on. Be sure to have your plants on hand when you are ready for them. Have your plants shipped early (not later than April 15 to 20—earlier if possible) and heel them in in some protected place and cover with straw until you can plant.

We cannot emphasize too strongly the importance of planting early. In this section the last two weeks in March are the ideal planting days. We cannot get our entire plantings out during those two weeks, but the ones we do get out then always start quicker, grow better and make better beds than those planted later unless conditions are very favorable.

We have just sold one northern customer 250,000 plants for shipment the last of March. He has over 50 acres of the same varieties he is buying—but says it pays him to get our plants and get them earlier than he could dig from his own beds or get them from northern nurserymen.

**Setting the Plants.** Just before planting, the ground should be harrowed and made as level as possible. Then mark out the rows and you are ready to plant. There are a number of different methods of planting but an ordinary garden trowel or a flat dibble are the best tools to use. Whatever tool is used try to have the roots of the plant spread out fan-shaped and be sure to have the crown just at the surface of the ground—not below nor above.

In some sections where large acreages are planted, a small three furrowed list or row is run up with a plow and then leveled off with a rake or drag. This gives a nice soft planting bed, but unless the ground is quite moist the rows should be run up two or three days before planting to allow the moisture to rise, and then rake off just before planting. Plowing, harrowing thoroughly, and marking off rows is the best for small fields and gardens. It is best for larger fields unless the grower is familiar with other methods that have worked well under his conditions.

**Methods of Training.** The matted row, hill, and hedge row systems are most commonly used. We advise the hill and hedge row methods only for those who have used them and found them satisfactory or for those who know of others nearby who have used those methods successfully. They require more time, trouble, and expense. It is claimed for them that they make a larger yield of fine berries.

We prefer the matted row both for garden and for field culture. The extra foliage protects the fruit from scalding, makes them less sandy after a rain, and with us the yield of large, well-shaped berries is usually greater than with any other system. It is not so important to keep the row narrow, especially if the ground contains plenty of moisture. Varieties with large plants like Big Joe, Ekey, Chesapeake, Wm. Belt, Early Jersey Giant, Paul Jones, etc., rarely get either too wide or too thick. Very vigorous growing varieties that have small plants as, Senator Dunlap, McAlpin, Warfield, etc., on rich ground will set too thickly for fruiting purposes if not kept thinned.

Probably 90% of all the strawberries grown in this country are grown in matted rows. Under average conditions and especially with present labor shortage we would not want to use any other system.

**Cultivation.** Young plants should be cultivated frequently after they begin to grow. This is done not only to keep down weeds and grass, but also to save more moisture. After heavy rains the soil will become hard and “bake,” causing it to dry out quickly and be very cloddy when cultivated, unless the cultivation is done while soil is still damp. So it is best to cultivate as soon after a rain as condition of the soil will permit.

In seasons of severe drought constant cultivation keeps a "dust blanket" over the soil and prevents evaporation. So, even if no weeds or grass have started, it is advisable to cultivate frequently.

A hoe and 12-tooth cultivator are the best tools to use. In general, the patch should be cultivated every ten days, or two weeks anyway. Skillful use of the cultivator will make necessary much less hand-labor.

Young plants, set out in early spring, will blossom freely at the regular blossoming season and, if not cut off, will set and bear quite a few berries. But it is best to cut these blossoms off so that the plants can make a more vigorous growth and be in better shape to bear a full crop of fine fruit the following spring.

**Manure and Fertilizer.** Thorough cultivation is the best treatment for a strawberry patch. Barnyard manure is the best fertilizer you can apply to the field. Applied broadcast before the plants are set (see Preparing the Land, page 6) is the best way to get them started early and make a good growth. Manure can be applied as a top dressing on the young plants in the fall. If handled this way it acts as a mulch during the winter and is very beneficial to the fruiting beds in the spring.

If manure is not used, a high grade commercial fertilizer can be used to start the young plants off. Apply this broadcast before the plants are set or as a top dressing afterward. Never put it in a furrow under the plants unless in very moist ground. If stable manure is not used, a top dressing of fertilizer in the early spring will be very beneficial to the fruiting beds. For young plants just set or for fruiting beds any fertilizer containing 2-5% available ammonia and 5-10% available phosphoric acid should be satisfactory.

**Perfect and Imperfect Varieties.** Perfect flowering varieties planted alone will mature a crop of perfect fruit. Imperfect flowering varieties should have perfect varieties planted with them, at least one row for every five or six. When two varieties are used in equal amounts, they are often alternated three or four rows of each. In our price-list, perfect flowering varieties are followed by "per"—imperfect flowering varieties by "imp."

**Mulching.** A mulch is applied for one or all of three reasons: First, to protect the plants from freezing and thawing of the soil in winter; second, to keep the soil cool and moist during the season when fruit is being produced; third, to keep the berries from being spattered with dirt during fruiting season.

The mulch should be applied in the fall. In the spring when plants begin to start this is raked to the center of the rows and there serves the purpose of retarding the growth of weeds and grass, keeping the ground loose and moist and the fruit clean. Use coarse manure, marsh grass, rye straw or similar material.

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#### FINEST EVER

Los Angeles Co., Cal., Dec. 31, 1918.

We received the shipment of strawberry plants this morning and will say that they are the finest we ever had and are worth the price. These plants arrived as fresh as the day they were dug and our customer was very much pleased with them. We thought you would be interested in knowing the satisfactory condition of their arrival.—Morris & Snow Seed Co., Per A. B. Morris, Nurseryman.



**This is How We Put Them Up**

## **THE BEST STRAWBERRY PLANTS**

The best strawberry plants in our opinion are those that are dug from young beds; that have the best root system and the largest and strongest crowns; that are hardy in all strawberry growing sections; and that are absolutely true to name. It is also important to have plants packed to reach you in good condition and at the proper time to plant.

We try to grow and ship plants that measure up to this **Standard of the best.**

1. **Young Beds.** All of our plants are dug from young beds. Most of them this year are grown in new ground. We are now preparing fresh new ground for next spring's planting. See front cover.

2. **Root-system.** Our plants are grown in a light, sandy loam soil. In this type of soil any plant can develop its root-system to the fullest degree. And, having a light soil, we can dig plants without breaking off any of the great bunch of roots. With plants grown in heavier soils, the roots cannot penetrate the earth and make the root-system they do here; and, even if they could, it would not avail in giving fine plants, as plants are not removed from heavy clay soils without breaking off many of the fibrous roots, the kind necessary to start plant growth. We repeat: The root-system of our Strawberry plants is never bettered, seldom equaled.

3. **Sturdiness.** Our growing season is moderately long, just long enough to secure maximum development of both roots and crowns. Constant hoeing and cultivating and the tons of manure we apply help keep them healthy and in prime growing condition. The large size, good roots, and great vitality of our plants are a form of insurance worth, in itself, the cost of the plants. You want this kind.

4. **Healthy.** Our plants are healthy and vigorous as grown in the field. Furthermore, our plants are well cleaned; the dead and decaying stems and old leaves around the stem are trimmed off, so that it would be almost impossible to transmit diseases even if they were present.

5. **Hardiness.** Our plants are hardy anywhere in the United States or Canada, wherever strawberries are grown. We know this because our plants have given and are giving excellent results in the most northern berry growing regions.

6. **True-to-Name.** Characteristic of all Allen's plants—we exercise greatest care in keeping plants straight when planting. All our plants are labeled in the field when dug and the label is never taken away until they are in the fields or gardens of our customers. All plants when dug are tied in bunches of 25 each and every bunch labeled.

7. **Packing System.** Our plants are dug fresh for shipment each day. As stated before, the roots of all our plants are moistened before packing. They are packed in light, strong crates. The tops of plants are packed outside to give air and prevent possible heating. The roots inside are well packed with light, moist sphagnum moss, to keep the roots and plants fresh and moist.

8. **Service.** After all, the thing that makes a successful business is plenty of satisfied customers. By good service we mean supply the best of plants, such as we have just been describing. But, more than this, we mean also, courteous treatment, fair dealing, promptness, and a willingness and desire to help in any way we can. These things go to make good plants and get them to you in good condition. That's why we feel justified in asking for your order. May we have it?

#### PERFECT STAND

Burlington Co., N. J., April 5, 1919.

I certainly am pleased with the 1000 Orem, 1000 Kellogg's Prize, and the Progressive Everbearing strawberry plants I got from you. They have been set about a week and you can hardly tell they were transplanted. They look fine and will be a perfect stand. You certainly ship plants promptly and in good shape. Enclosed find order for 1000 more Orem plants. I wish you success.—Charles T. Pearson.

#### HE LIKES OUR PLANTS

York Co., Maine, July 5, 1919.

I wish to thank you for the fine plants you shipped to Edwin R. Boston in order 1525. He gave me a bunch of them and I have them with plants from seven different places. I will say that I wish you people had the money I spent for strawberry plants this spring and I had your plants.—W. P. Batchelder.

#### BEST HE CAN GET

Morgan Co., Ohio, May 16, 1919.

Plants received. I must say that we very much appreciate your square dealing and honest count. You will doubtless hear from us again as we can get no such fine plants elsewhere as you have sent us in the past.—E. P. Worrall.

#### GOOD PLANTS PROMPTLY

Clark Co., Ohio, March 21, 1919.

Received the strawberry plants today in good condition. I want to thank you for being so prompt by having them here when I wanted them. If the berries are as good as the plants look you will find me calling for more. Thanking you for your prompt service.—Clem T. Smeltzer.

#### WILL NOT LOSE ONE

St. Louis, Mo., May 1, 1919.

The plants were received in good shape and are all in the ground. I do not think we will lose one. Thanking you, I remain, R. C. Houck.

Chesterfield Co., Virginia, March 31, 1919.

I have tried a great many strawberries but none have ever approached Amanda in size productiveness. And no one that I know can excell you in either plants or packing.—Fred Harvey.

## EVERBEARING VARIETIES

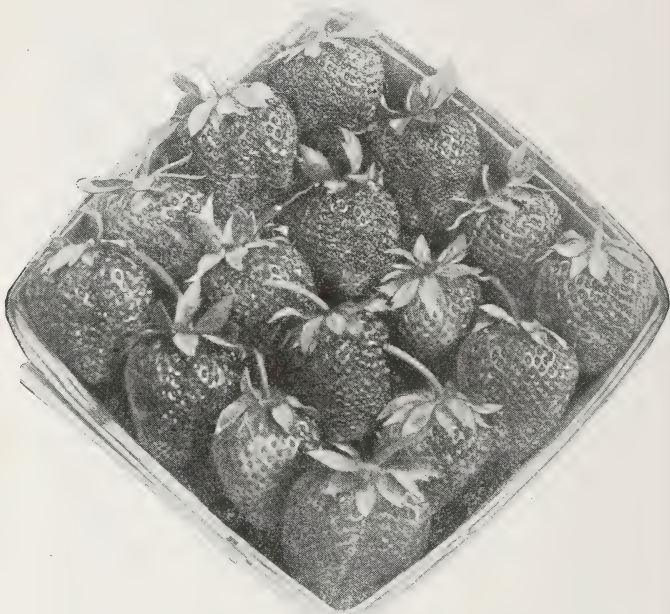
Everbearing strawberries have been produced successfully wherever spring-bearing varieties are grown. There are varieties adapted to every section, altho Progressive is the best of the lot nearly everywhere, and is the only one which gives satisfactory results in the South. The plants are set in early spring, just like other strawberries; they are hoed, cultivated and fertilized just as other varieties. For best results, the blossoms should be kept pinched off until the last of June, or middle of July. About August 1, you can commence picking fruit and continue to get it until freezing weather. The second year, the plants will fruit in the spring and if seasonable, will continue to fruit all through the summer and early fall months. If you neglected to set some plants last spring, so as to have some fruiting beds this spring, the everbearers, planted this March or April, will bear you a crop of berries the first year, **only a few weeks after the plants are set.** If the ground is rich and moist, these can be allowed to commence fruiting earlier than August 1, so that you can have strawberries all thru the season, as well as in the fall. Given good land, good treatment and good growing conditions, every plant of the Progressive will produce an abundance of berries during the fall. No investment you could make will give the whole family more satisfaction and pleasure than a plot of these berries.

**PROGRESSIVE.** The very best of all the fall-bearing varieties and has been successful wherever planted. It is the only everbearer yet found, which does well in the South. There are a few places in the North, where Superb seems to do better, but our advice to the great majority is stand by the Progressive. It leads them all, because of its remarkable yielding qualities. The richer the land and the more manure you apply, the more good fruit you will get. The berries are medium in size, possibly not quite so large as Superb, but they are produced in great abundance and the berries are simply delicious in quality. If kept closely picked, the berries are firm enough to stand shipment. The most striking feature of the Progressive, is that you will get fruit a few weeks after the plants are set and that they continue to bear until freezing weather. We have about a million and a quarter of these plants, but at the time of the writing of this catalog, they were already more than half sold. The demand is exceedingly large and we advise you in all sincerity, to get your order placed at once, and have the plants reserved for you, until time to ship. Price \$15.00 per thousand.

**Superb.** The fruit of Superb is large, firm and of fine quality, resembling the Chesapeake in many ways. It is not so productive and requires more care and attention than the Progressive, but is larger in size and handsomer in appearance. In addition to its value as a fall bearer, Superb will bear an excellent crop of berries in the spring. They look well, ship well and sell well. We advise planting Superb in small quantities only, unless it has been tried and found to be good in your particular locality. Price \$15.00 per thousand.

**Peerless.** A new everbearing variety, claimed to be better than Superb, which it resembles. After fruiting it the second time, we find it to be a more vigorous grower and more productive of somewhat larger sized fruit, and fully as good as Superb in quality. Price \$15.00 per thousand.

**Americus.** Unexcelled in quality by any of the everbearers. In many places this variety is very thrifty and has given excellent results, but with us, it is hard to grow and a rather shy bearer. It is claimed by some that Americus is better the second year, than the first. We have nearly always sold out of these plants and have not had occasion to test this out thoroughly. We advise trying it in a small way only. Price \$15.00 per thousand.



**Missionary—A Very Popular Shipping Berry**

## **SELECTION OF VARIETIES**

The varieties we are growing consist of leading standard kinds, which have been giving general satisfaction for a number of years. We also have some of the more promising of the new varieties, and we are still carrying some of the older varieties, which have been generally dropped for commercial planting, but for which there is still a demand, because some growers know what they are and had rather plant them, than to take a chance on newer varieties. In our price-list, we have grouped the varieties according to their season of ripening. We have indicated by "per" or "Imp" following the name, whether they have perfect or imperfect blossoms. In our descriptions, which are based on actual observation of the varieties at fruiting time and also on reports of our customers, we have tried to give as much information as we could in a short, concise, understandable way. That is, whether the berries are large or small, light or dark in color, poor or good in quality, a good shipper or inclined to be soft and (if perfect) whether or not it is a strong pollenizer.

Another thing we want to mention again, is the importance of ordering early. By November 1, we had sold five times as many plants as ever before at that time. The demand is the greatest we have ever known, due probably, to the high price of strawberries for the past year or two, and the bright prospects for the next few years. We therefore, strongly advise that orders be placed at once, after receiving this catalog, so that the plants can be reserved until shipping time. Many of those who put it off will be disappointed.

**EXTRA EARLY STRAWBERRIES**

**CAMPBELL'S EARLY.** The plant is a strong, healthy grower and very productive of large, rich red berries that have a bright green calyx and are very high in quality. On our own place, Campbell's Early is not as good as Premier, but in New Jersey, parts of Delaware and other sections, growers are very enthusiastic about it. We advise planting it in small quantities, until it has been tried and found worthy with you. Until then, rely on Premier for extra-early. Price \$8.00 per thousand.

**Early Ozark.** As an extra-early market berry, Early Ozark stands very near the top, surpassed only by Premier. The plants are very tall, green and absolutely healthy. The berries are of large size, good quality, dark red in color. The plants are very productive; the blossoms are perfect and make a good pollinizer for imperfect varieties. Price \$8.00 per thousand.

**Excelsior.** An old standard. Fruit is medium size, dark in color, firm enough to ship. The flavor is quite tart, but is liked by some for canning and for syrup. Price \$6.00 per thousand.

**Mitchell's Early.** A very vigorous grower. Blossoms perfect, berries medium size, excellent in quality. Price \$6.00 per thousand.

**PREMIER.** The money-making king of all extra-early varieties. We have never found anything to equal it. The berries are large, beautifully formed and bright red clear thru. It is delicious in flavor, and a splendid shipper. We have fruited it four years and like it better every year. If it has any weak points, we have not found them. One of our customers says, "I won the prize this year for the biggest and finest berries. They were Premier." Another says, "In regards to the value of the Premier, you did not have its price half high enough. I picked the first Premier June 4, and the last June 30. Size of berries held up until the last. Biggest money-maker of the lot." We planted about 80,000 of them last year for fruiting purposes. We expect to plant nearly as many more this year, if we have the plants to spare. Be sure to include Premier in your order. It starts early and lasts thru a long season. If we had to be limited to one variety, we would drop everything else but this. We can recommend it no higher than that. Price \$10 per thousand.

**MEDIUM EARLY VARIETIES**

**Collins.** Bears a good crop of large, bright red berries which are of good flavor and ripen evenly, without green tips. Bears thru a long season. Worth trying. Price \$10 per thousand.

**Dr. Burrill.** Very similar to Senator Dunlap, possibly a more vigorous grower and heavier cropper. It bears well, is a good shipper and good keeper—excellent for canning and very delicious to eat on the table. The blossoms are perfect and its long blooming season make it good for planting with imperfect flowering sorts. Price \$6 per thousand.

**EARLY JERSEY GIANT.** A very large, medium early berry of the highest quality. It ripens evenly all over and is conical in shape, with pointed tips. The berries have large, green caps which makes the fruit very showy and attractive. Blossoms perfect. Plants large and strong. The berries are firm enough to ship and with its handsome appearance, always commands top prices. It is one of the best medium early fancy berries. For a fancy trade, desiring berries large and handsome, as well as of highest quality, this variety is the best of its season. Price \$8 per thousand.

**KLONDYKE.** The leading market berry of the southern states. The reasons it is so well liked are many. The plant is a vigorous grower and quite healthy. It bears a good crop and the berries are medium to large in size, that ripen evenly all over and are rather light in color and most important of all, are firm enough to ship hundreds of miles and still go in market in perfect condition. Not a home-garden, or local market berry, but one of the best for shipping. Price \$6 per thousand.

**Lady Corneille.** A strong grower which will do well on almost any soil; especially good in California and parts of the South. Blossoms are perfect. Berries are large, conical in shape, uniform in size, and hold up well until the end of the season. It is firm enough to stand long distant shipments in good condition. Price \$6 per thousand.

**MISSIONARY.** A good standard market berry for many sections of the South. It is the very best variety for Florida. The fancy berries which we see on the

northern markets in the winter months, selling for 50c and more per quart are Florida Missionaries. It will produce a crop with as little moisture as any variety we know of. The blossoms are perfect and the berries are of handsome appearance. Price \$6 per thousand.

**Senator Dunlap.** Well adapted to many types of soil and does well in all sections where grown. The plants are rather small, but they have long fibrous roots that make them good drought resisters. The berries are bright red clear thru and exceedingly juicy. Blossoms perfect. One of the best for pollenizing imperfect flowering varieties. If you are an inexperienced grower and in doubt about what to plant, Dunlap is safe. Price \$6 per thousand.

**Success.** A vigorous grower, producing an enormous quantity of large, high-colored berries of highest quality. It is not firm enough for shipping, but for home garden, or nearby markets, it is fine. Price \$8 per thousand.

**TWILLEY.** Vigorous grower, healthy foliage, blossoms perfect, and a good pollenizer. Berries are long light in color and have large bright green caps which make them very attractive. The fruit is of good quality and firm enough to ship anywhere. Well worth trying. Some crates of these brought the highest price of any berries we had last year. They are becoming very popular, both with buyers and shippers, largely because of their handsome appearance and unsurpassed keeping quality. Price \$8 per thousand.



**Big Joe—Beautiful, Productive, Profitable**



**Ekey—As Good as it Looks**

#### MID-SEASON VARIETIES

**Abington.** An old standard. Berries large, good quality; blossoms perfect. Price \$10 per thousand.

**Benson.** Vigorous grower, blossoms perfect; very productive of large, scarlet red berries, which are excellent in quality. For the home-garden, or fancy local market it is a dandy. Price \$8 per thousand.

**Bubach.** A fancy old standard, especially popular with many growers in the middle and northern states. The blossoms are imperfect and should be planted with Big Joe, Dunlap, Ekey, Twilley or Magic Gem. Price \$10 per thousand.

**BIG JOE. (Joe Johnson) (Joe).** One of the most popular shipping berries on nearly all large markets. It is a strong grower, making plenty of plants for a good fruiting bed. The berries are large, bright red and have large, light green caps, which makes the berries very attractive, and adds to the selling price. The quality is good and the berries are quite firm. It is a good shipper and equally good for fancy local market purposes. One of the most productive. One of the best to plant with heavy-bearing imperfect flowering varieties like Haverland, Paul Jones, Big Late, Hustler, Sample, etc. Price \$8 per thousand.

**EKEY. (O. I. C.)** A vigorous growing variety that you can depend on to give a big crop. The berries resemble in shape Haverland and Paul Jones, and is a good variety to plant with them. The berries are of good quality, and firm enough to ship, and the large bright green caps make it very attractive in appearance. We have used Ekey, planted with Paul Jones in our fruiting patches. We recommend them both. Price \$8 per thousand.

#### NICE PLANTS—FINE CONDITION

Herkimer Co., N. Y., May 4, 1919.

The strawberry plants came yesterday and we have them planted. They arrived in fine condition and were all very nice plants.—E. L. Doty.

**Haverland**

**Glen Mary.** In the middle and northern states where Glen Mary is at its best, probably no variety of strawberries will produce more quarts per acre. The berries are large, firm enough to ship, of handsome appearance and good quality. Glen Mary is a strong grower and produces an abundance of foliage. The blossoms are about half perfect, but carry enough pollen for their own fruit. However, we believe the size and quantity of the berries can be increased by planting in a few rows of some strong pollenizer, as Big Joe or Ekey. Get your order for Glen Mary in early. One customer who has already placed his order with us, wanted our entire stock of about 180,000 Glen Mary. We did not promise him but 30,000 as we wanted to divide them up with our other customers. Price \$10 per thousand.

**Gold Mine.** Produces an abundance of strong, healthy foliage. The plants are very productive and the berries are beauties. They are large, bright red in color, with a handsome bright green cap, which makes them very attractive. The quality is very good. The fruit is similar to Big Joe in many ways. We had quite a few of them this year and they were one of our best money-makers, mostly because of their productiveness and the high price which they commanded. Price \$10 per thousand.

**Paul Jones—Most Quarts per Acre**

**Haverland.** A very popular standard. The fruit is of large size, rather light in color and firm enough to stand shipment in good shape. The blossoms are imperfect and exceedingly hardy, which is an important point in some of the northern states. Ekey, Big Joe, Dunlap, Twilley and Magic Gem are among the best varieties to plant, with the Haverland. The plants should be well mulched, as the fruit stems are not able to hold the immense loads of berries off the ground. Price \$8 per thousand.

**Heritage.** Berries large, attractive in appearance, good quality, firm and quite productive. Blossoms perfect. Price \$10 per thousand.

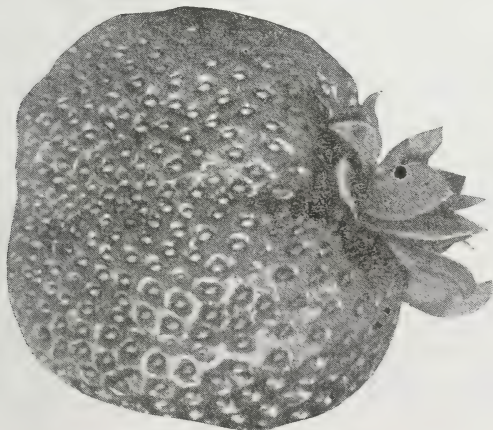
**Lupton.** One of the largest and most handsome berries we have ever seen. The plant is a vigorous grower and produces strong, healthy foliage. They are very productive, and as stated above, the berries are beautiful—they are uniformly large, bright red in color, with a large green cap which makes them doubly attractive. The quality is poor, but the berries are firm and will carry as well as any variety we have ever seen, not even excepting Klondyke and Twilley. On the large markets, the appearance of berries is more important than quality—this being true, we believe the Lupton, by reason of its large size, handsome appearance and excellent shipping qualities, is destined to be one of the best money-making strawberries on our list. Price \$10 per thousand.

**Magic Gem.**...A vigorous grower with leaves and stems very thick and tough, which makes it most resistant to insects and diseases. The berries are borne in great abundance and are very large in size, with a large, green cap and bright yellow seeds, making them very attractive.

**Marshall.** (Norwood). A fancy old variety. Its weak point is its lack of vigor and productiveness. The fruit quart for quart is hardly equaled, except possibly by Chesapeake. Price \$12 per thousand.

**New York.** Vigorous grower. Quite productive of large dark red berries. It is the sweetest berry we grow and very popular for home garden planting.

**PAUL JONES.** Without exception, the most productive berry we have ever seen. A vigorous grower, making plenty of plants for a good fruiting bed. This year, on high, sandy land, the plants produced for us over 5,000 quarts per acre and if it had all been as good as some of the more moist spots, we believe they would have produced 8,000 to 10,000 quarts, without any manure or fertilizer being applied, either at planting time, or in the spring before fruiting. The berries are rather long and conical in shape, resembling Haverland; but they are somewhat darker in color and more attractive in appearance. They are above medium in size, ripen evenly all over, of good quality and a good shipper. We use this variety very largely in our fruiting patches. They will grow almost anywhere, and they certainly do produce the fruit. The blossoms are imperfect and should be planted with Ekey, Big Joe, Tenn. Prolific, Gold Mine, or



**Lupton—A Money Maker**

some other perfect flowering variety of its season. Price \$8 per thousand.

**Rewastico.** The berries are a light cardinal red, uniformly large and regular in shape. The fruit is firm enough to carry to distant markets in good condition. The quality is good. Blossoms are perfect and rich in pollen. Price \$8 per thousand.

**Tennessee Prolific.** Berries fairly large in size and light in color; flesh is fine grained and firm enough to ship. Very productive. A good pollenizer. Price \$8 per thousand.

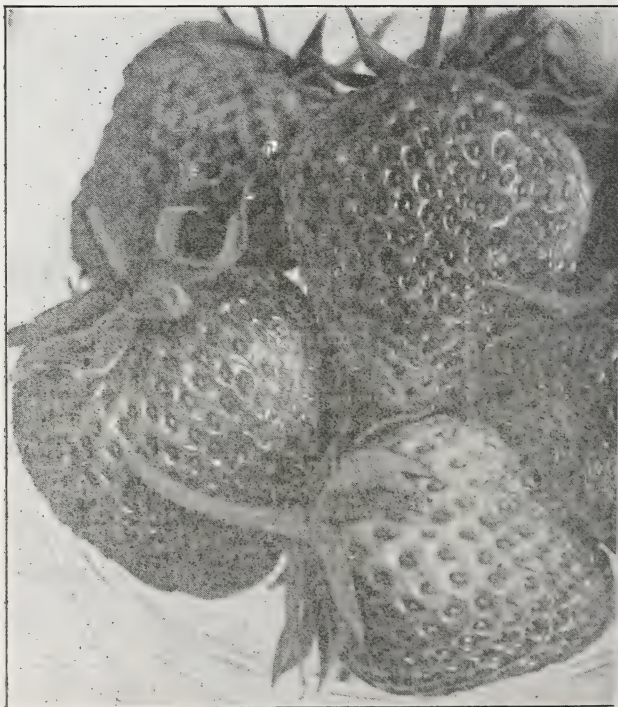
**Warfield.** Very popular for canning on account of its rich flesh and high color. It is a vigorous grower and persistent plant maker. If not allowed to get too thick it will produce a great crop of medium-sized, highly flavored and highly colored berries. Blossoms imperfect. Plant with Rewastico, Ekey, Big Joe, Magic, Gem, etc. Price \$6 per thousand.

**Warren.** A vigorous grower and quite productive of large, dark red, glossy berries, which have prominent seed, somewhat resembling the Chesapeake. The quality is good. Price \$15 per thousand.

#### LATE VARIETIES

**Amanda.** The largest berry we have ever seen. Plants are large, vigorous and healthy. Blossoms are perfect. The fruit is dark red in color, somewhat irregular in shape and of good quality. It is very productive. Mr. Fred Harvey of Virginia says, "I have tried a great many strawberries, but have none ever approached Amanda in size, or productiveness, and no one that I know, can excell you in either plants or packing. Price \$10 per thousand.

**Aroma.** The leading fancy market berry in many sections. Blossoms perfect, very rich in pollen, making it good to plant with Hustler, Sample, Haverland, Kelloggs Prize, etc. Berries large, rich in color. They have beautiful green caps, which makes them show up well in the package. Excellent shipper. Sells with the best. Price \$8 per thousand.



**Big Late—Delicious and Very Productive**

✓ **BIG LATE.** Next to Paul Jones, Big Late was the heaviest cropper we had last year. It is a very vigorous grower and produces a very large crop of berries that are shaped like Aroma, and have a bright, glossy appearance, with prominent seeds. In quality, it ranks with Chesapeake, McAlpine and Wm. Belt. It is quite firm and will stand shipment. We planted about 25,000 the last year for fruiting purposes, and we recommend it very strongly to our customers. The blossoms are imperfect and must be planted with some perfect flowering variety for good results. We have used McAlpine, but Big Joe, Ekey, Magic Gem are also excellent to plant with it. Price \$8 per thousand.

✓ **CHESAPEAKE.** The standard of excellence, by which most other fancy berries are compared. With fair growing conditions, just about enough plants are produced for a good fruiting bed, so that you are at no expense in thinning the plants. The foliage is very strong and healthy. The plants are very strong and robust and have very long roots, which make it one of the best drought resisters. Berries are uniformly large, with prominent yellow seeds and an attractive bright green cap, altogether, making Chesapeake one of the most beautiful and attractive berries in the package that we have ever seen. The berries are unexcelled in quality. The plants set a good crop and every blossom matures a berry, the last ones being just as large as the first. The flesh is very firm in texture and the berries will keep for many days in excellent condition, so that altogether it is an ideal berry for home use, for local market, or for distant shipment. One of the most valuable features of the Chesapeake, especially in the north is that the blossoms don't start out until quite late, which makes it practically frost-proof. We have only about 500,000 of these this year and their universal popularity makes them go fast. Order early if you want Chesapeake. Price \$12 per thousand.

**Commonwealth.** Needs rich soil and high culture to obtain the best results. Berries are of good quality, large size and high color. Price \$12 per thousand.



**Chesapeake—None Better**

**Fendall.** The berries are large in size, rather light in color and with large, attractive green caps. Blossoms are imperfect and should be planted with Big Joe, Ekey, or Magic Gem. Fendall, like Haverland, is unable to hold the great bunches of fruit off the ground and should be well mulched on this account. Price \$8 per thousand.

**First Quality.** Especially recommended for New England and other northern states. Berries are large and pointed, somewhat like the Haverland, altho a little darker in color and better in quality than this variety. Plants are very vigorous and very healthy. Blossoms are perfect, strong pollenizer, making it good to plant with Hustler, Sample, Haverland and other imperfect flowering varieties of its season. Price \$8 per thousand.

**Gibson.** Berries are large, beautiful dark red in color. Plants very productive. Bear through a long season. Blossoms are perfect and good for pollenizing Sample, Haverland, etc. Both plants and fruit closely resembles Parson's Beauty. We fruited Gibson this year, but did not have any Parson's Beauty, so we could not make exact comparison. We believe it is the same, but we are not sure yet. Both varieties produce a great quantity of berries that are dark in color and part easy from the cap, or hulls, which makes them ideal for canning, jam and preserves. Price \$8 per thousand.

**Good Luck.** The fruit is large and ripens a few days ahead of Gandy. In shape it is conical to wedge shape. The plant is a strong grower and in many respects similar to Stevens Late Champion, though considered by many a better variety. Recommended by N. Y. Experiment Station. Price \$12 per thousand.

**Hustler.** A vigorous grower, making a few large, strong plants, rather than many small ones. The fruit is uniformly large in size and firm enough to ship to distant market. The berries are rich scarlet in color, and excellent in quality. The blossoms are imperfect and should be planted with some perfect flowering variety. We recommend Big Joe, Ekey and Magic Gem as being especially valuable to plant with Hustler. Price \$12 per thousand.

**Late Jersey Giant.** Berries very large, almost perfectly round. Highly colored and of good quality. Not very productive, but for fancy specimen berries for show purposes it is rarely equaled. Price \$12 per thousand.

**McALPIN.** A very vigorous grower that should be kept thinned for best results. The berries are medium to large in size, brilliant scarlet in color and unexcelled in quality. After a heavy rain in fruiting time the McAlpin will have less sand and dirt on the berries than any variety we know and this is especially important, where mulching materials are scarce and hard to get. Its excellent quality makes the McAlpin a good one for the home, or local market, as well as for shipping purposes. McAlpin will grow on any kind of soil. It is beautiful in appearance and unsurpassed in quality. Price \$8 per thousand.

**Sample.** The berries are a perfect strawberry type bright red in color, large in size, delicious in flavor and very attractive in appearance. It is very productive and quite firm, which makes it possible to ship the fruit to distant market. The blossoms are imperfect and must be planted with some staminate variety, such as Gibson Big Joe, Ekey, or Magic Gem. It is a hardy variety which makes it popular both north and south. Price \$8 per thousand.

**Sharpless.** Berries large, handsome in appearance and excellent in quality. An old favorite. Especially for the garden. Price \$10 per thousand.

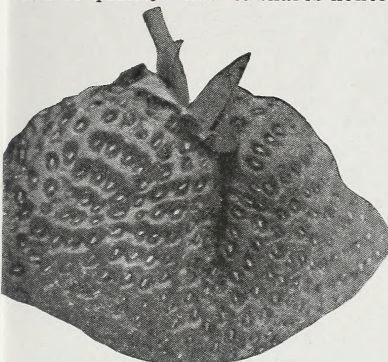
Marshall Co., Minn., April 7, 1919

I received the plants all in good shape. It is as fine a bunch of plants as I ever saw.—Geo. W. Calhoun.

Westmoreland Co., Pa., Aug. 30, 1919

Thinking you might be interested in the failures or success of your customers I am writing you of my success as results of the 3000 strawberry plants I bought of you the spring of 1918. These 3000 plants were Premier Big Joe, Chesapeake, and Progressive. From 23 rows in which they were planted I picked 4848 qts. of berries which sold for \$1,342. My patch was 100 ft. wide and 32 ft. long, less than  $\frac{1}{2}$  of an acre. In regard to the value of the Premier you do not sing its praises half high enough. Picked the first Premier June 4 and the last picking June 30. Size of the berries held up to the last. Biggest money maker of the lot.—C. H. Colburn.

**WM. BELT.** For a long time, Wm. Belt was the standard of quality—now it shares honors with the Chesapeake and McAlpin. Wm. Belt berries are large in size and somewhat irregular in shape. This variety is indispensable and it takes the lead whenever quality is the important consideration. Wm. Belt is at its best in the middle and northern states and in many sections it is the only variety wanted for home use or nearby market. The berries are large and of a bright, glossy color. When once tasted, these berries will sell themselves. Our

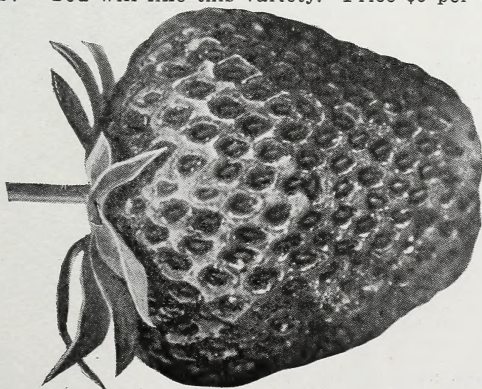
**Wm. Belt.**

plants of this variety are fine, and we believe those in the market, who want something of highest quality for home use, or local market can do no better than to plant some of our Wm. Belt. Price \$8 per thousand.

**VERY LATE VARIETIES**

**GANDY.** One of the best known of all strawberries. For best results, it should be planted in black-swamp land, or in springy land with some clay in its makeup. Never plant Gandy in dry, sandy soil. Gandy has been and still is a great favorite on the market. It is not a heavy producer, but the berries it does produce are uniformly large in size, brilliant red in color and have a large, bright green cap, which makes the berries very beautiful and attractive. Price \$6 per thousand. We noticed in some of the northern markets, Gandy quoted at 25c to 40c per quart wholesale, nearly all season, bringing more than almost any other varieties quoted. This fact is going to make a big demand for Gandy, and if you want some of this variety, get your order placed early. Price \$8 per thousand.

**KELLOGG'S PRIZE.** The berries are large and beautifully formed. They are firm in texture, which makes them good for shipping. Kellogg's Prize is one of the most productive very late varieties we have ever seen and it holds to size well until the end of the season. We believe it is fully as good as Sample, but a little larger, a little more productive and considerably later. Those who know and like Sample will do well to include some Kellogg's Prize to extend their season. The blossoms are imperfect and should be planted with some variety like McAlpin, Wm. Belt, or Gandy. Mr. Francis N. Stacey of Maryland says, "The Kellogg's Prize and Magic Gem were the best plants I ever saw. Strong, clean, vigorous, they demonstrate the point made in your recent letter, namely: 'There is a reason why some plants cost more than others.'" You will like this variety. Price \$8 per thousand.

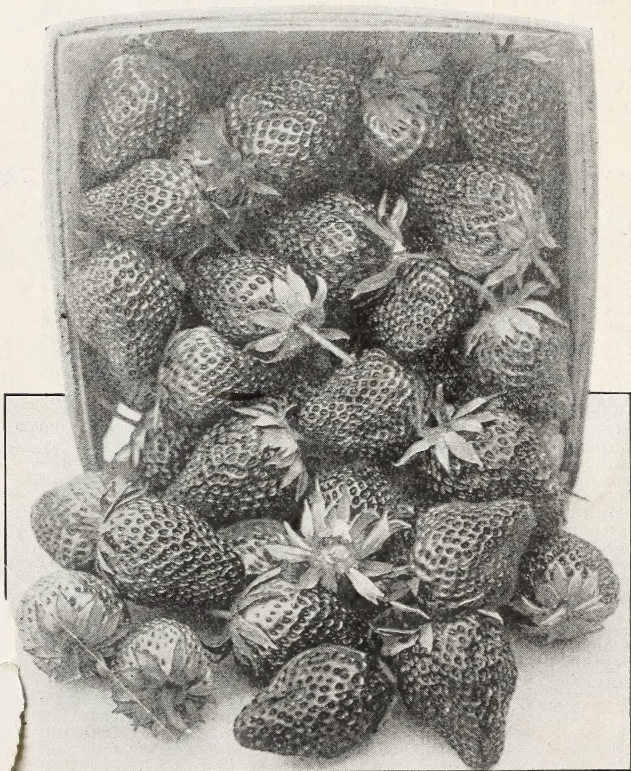
**Gandy**



KLONDYKE

THE W. F. ALLEN CO.

SALISBURY, MARYLAND



PREMIER



